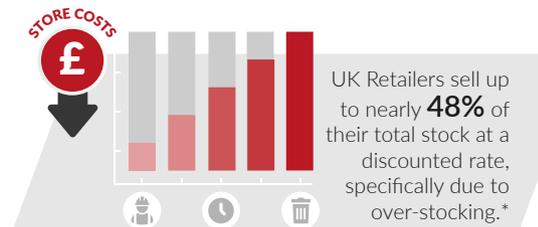


10 Ways Trust can Directly Drive Improved Retail Performance and ROI

Investing in the store of the future is essential to retain loyal customers, if your competitors are doing things better and are providing an all-round better experience than subsequently, they won't be spending with you. When reviewing the store of the future retailers are strategically investing in in-store digital solutions. Below we share 10 key return on investments in which Digital Signage can provide.



On average, **70%** of retail purchases are made in-store.*

Larger Customer Reach

84% of UK retailers believe digital signage creates significant brand awareness.

Increased Net New Customers

Higher Store-Level Profit

How retailers are achieving up to **31.8%** sales uplift and reducing costs through digital signage.*

Reduced Store Costs

On average, **80%** of brands have seen an uplift in sales of a third or more when deploying digital signage.*

Higher Average Basket Value

51% of brands globally see improved shopper loyalty from their retail media campaigns.*

More Repeat Buyers

60% of consumers will strengthen their affinity to a brand if they perceive it as being highly responsible and sustainable.*

Increased Business Investment

For retailers, selling ads on the channels they own offers "robust margins" of **70% to 90%.***

New Revenue Sources

Customers shop on average **5x** more often and spend **7x** more than shoppers using only one channel.*

Improved ROAS

30% of consumers who intend to spend more time in-store seek more immersive experiences.*

Business Future Proofing

* for sources please refer to www.trustsystems.co.uk and visit our guide '10 Ways to Improve Performance & ROI with Digital Signage'.